BE WELL HEALTH INITIATIVE

HOW FAR WE HAVE COME

Our Journey, Milestones and Achievements

2020–2026

BETTER HEALTH. BRIGHTER FUTURES.

1. Our Beginning: Established in 2020

Be Well was established in 2020 out of a commitment to improving the health and wellbeing of individuals, families and communities, particularly those with limited access to essential health information and services. From inception, our vision has been grounded in the belief that healthier communities are built through accessible health education, community participation, preventive healthcare and collaborative action.

Our journey began with community health education and awareness efforts addressing pressing public health concerns, including reproductive health, mental health, malaria and the emerging COVID-19 pandemic. These early activities laid the foundation for our community-centred approach and established the values that continue to guide our work.

Over the years, Be Well has expanded its engagement across different public health priorities, undertaking community advocacy, capacity-building initiatives, malaria prevention activities, and research and policy advocacy on issues such as Female Genital Mutilation (FGM). Today, we are building on this foundation as Be Well Health Initiative, strengthening our identity as a public health programme implementation organisation committed to translating public health priorities into practical interventions and better health outcomes.

2. Our Approach

Our work is guided by the understanding that improving health requires more than raising awareness. It requires meaningful community participation, access to preventive and essential health services, capable local advocates, effective partnerships and sustained engagement with government and other stakeholders.

- Community-based programme implementation: taking health interventions closer to the people and communities that need them.
- Health education and awareness: equipping individuals and families with information to make informed health decisions.
- Capacity building: strengthening the knowledge and skills of community members and local health advocates.
- Advocacy and policy engagement: working with relevant institutions and stakeholders to advance public health priorities.
- Strategic partnerships: collaborating with government agencies, development partners and other organisations.
- Evidence and learning: using research, monitoring and evaluation to understand community needs and strengthen programme delivery.

3. Our Milestones and Achievements



Milestone 1: Our Founding Year — Community Health Education and Awareness

2020 | Foundational community health activities

Be Well's early community health efforts focused on addressing important health concerns affecting individuals and families, including reproductive health, mental health, malaria and COVID-19. In 2020, we developed a community health education initiative intended to provide residents with practical health information and improve awareness of available healthcare services.

The original plans included a free public health workshop hosted in collaboration with a local clinic and a community walk to advocate for improved healthcare resources in rural communities. COVID-19-related travel restrictions affected the original implementation plans. In response, the initiative adapted by leveraging local community networks to continue health education and awareness activities.

Community liaisons were engaged to share information about available healthcare facilities and services. Health education posters were designed and distributed, including messages promoting handwashing and other preventive practices. Be Well also supported a local hospital's COVID-19 awareness walk, and grant resources were used to procure face masks and pocket hand sanitisers for distribution to community members. Engagement with traditional leadership helped build local support.

Key milestones and contributions:

- Developed an early community health education initiative addressing reproductive health, mental health, malaria and COVID-19.
- Established community-based communication channels to share health information.
- Designed and distributed health education materials promoting preventive health practices.
- Supported COVID-19 awareness activities through the provision of face masks and pocket hand sanitisers.
- Engaged traditional leadership to encourage community support for health initiatives.
- Adapted planned activities in response to the operational challenges created by the pandemic.

This founding-year experience established an important foundation for our community-centred approach—working with local networks, adapting interventions to changing circumstances and making health information more accessible.



Milestone 2: Community Health Advocacy and COVID-19 Vaccination Awareness Walk

May–August 2020 | Isiala Ngwa North LGA, Abia State

Recognising the importance of community participation in the COVID-19 response, Be Well undertook a community health advocacy and vaccination awareness initiative in Isiala Ngwa North Local Government Area, Abia State. A central component was the training of 50 community members as Community Health Advocates (CHAs), equipping them to support community health promotion and encourage informed decisions about COVID-19 vaccination.

Master trainers from the Abia State Ministry of Health were engaged to deliver sessions on first aid practices and basic health skills. Be Well also collaborated with the Abia State Primary Health Care Development Agency (ABSPHCDA), which facilitated COVID-19 vaccination for the trained advocates. The CHAs were empowered to participate in public sensitisation activities, including a community awareness walk to communicate the importance of COVID-19 vaccination and encourage uptake.

Key milestones and achievements:

- Trained 50 community members as Community Health Advocates.
- Engaged master trainers from the Abia State Ministry of Health to facilitate first aid and basic health skills training.
- Collaborated with ABSPHCDA to facilitate COVID-19 vaccination for the trained advocates.
- Equipped community members to promote COVID-19 vaccination awareness and public health education.

- Conducted community sensitisation through an advocacy and vaccination awareness walk.

The initiative demonstrated our commitment to building local capacity, strengthening community ownership of public health interventions and collaborating with government health institutions.



Milestone 3: Combating Malaria Through Community Awareness, Testing and Prevention

August – December 2024 | Supported by Salvation Health Outreach (United States 501-C Inc)

Malaria remains an important public health challenge in Nigeria, particularly for vulnerable populations. In response, Be Well Health Initiative, with support from Salvation Health Outreach, implemented a community-based malaria awareness and prevention programme.

The initiative combined community sensitisation with access to malaria testing and the distribution of free insecticide-treated mosquito nets. Through these activities, the programme sought to improve knowledge of malaria prevention, promote early diagnosis and strengthen household-level protection against mosquito bites.

Key milestones and achievements:

- Implemented a community malaria awareness and sensitisation initiative.
- Supported access to malaria testing for community members.
- Distributed free insecticide-treated mosquito nets to promote household malaria prevention.
- Received support from Salvation Health Outreach to advance malaria prevention activities.
- Promoted awareness of malaria prevention and the importance of early diagnosis.

This programme reflects our commitment to combining health education with practical preventive interventions and access to essential community health services.



Milestone 4: Ending Female Genital Mutilation Through Research and Policy Advocacy

2025 | Ebonyi State

In 2025, Be Well undertook a research and advocacy initiative in Ebonyi State focused on understanding community attitudes and perceptions surrounding Female Genital Mutilation (FGM). Recognising that efforts to eliminate FGM require an understanding of the social beliefs and perceptions that influence the practice, the initiative engaged 990 respondents through community-based data collection.

The project also included advocacy visits and engagement with the Ebonyi State Ministries of Health, Women Affairs and Justice to discuss existing policies and government efforts aimed at ending FGM. The community findings are currently being documented in a report, alongside policy recommendations intended for the relevant state ministries.

Key milestones and achievements to date:

- Engaged 990 respondents in Ebonyi State to understand attitudes and perceptions surrounding FGM.
- Conducted advocacy engagements with the Ebonyi State Ministries of Health, Women Affairs and Justice.
- Created an evidence base to inform ongoing discussion on FGM prevention and elimination.
- Commenced preparation of a research report and policy recommendations for the relevant state ministries.

Current status: The research and stakeholder engagement activities have been undertaken. The report and policy recommendations are currently being drafted; they should not yet be described as submitted, adopted or implemented.

This initiative demonstrates our commitment to combining community-level evidence with institutional advocacy to address gender-related public health challenges.

Milestone 5: Strengthening Community TB/HIV Services Through the N-THRIP Partnership

2026 | Global Fund Nigerian TB/HIV Reach, Integration & Impact Project (N-THRIP) | Abia State

In 2026, Be Well Health Initiative began working with Caritas Nigeria and Chinonye Medical Hospital under the Global Fund-supported Nigerian TB/HIV Reach, Integration & Impact Project (N-THRIP). Caritas Nigeria is implementing N-THRIP in Abia State, with Be Well supporting its work with Chinonye Medical Hospital as a facility providing TB treatment services.

Through this collaboration, Be Well supports Chinonye Medical Hospital to strengthen early identification of tuberculosis and HIV, provide comprehensive care for affected individuals, and expand HIV testing services for pregnant women in the surrounding community. The work also seeks to strengthen community-level access to TB/HIV services and optimise the role of public and private healthcare facilities in TB case identification, treatment and management.

Key milestones and areas of contribution:

- Established a 2026 collaboration with Caritas Nigeria and Chinonye Medical Hospital under N-THRIP in Abia State.
- Supported Chinonye Medical Hospital in its role as a TB treatment facility.
- Supported efforts to strengthen early diagnosis and identification of TB and HIV.
- Contributed to efforts to provide comprehensive care for individuals affected by TB and HIV.
- Supported the expansion of HIV testing services for pregnant women in the community.
- Contributed to strengthening community-level TB/HIV services and the engagement of public and private healthcare facilities in TB case identification, treatment and management.

This partnership expands Be Well's role in supporting integrated TB/HIV service delivery through collaboration with an implementing partner and a private healthcare facility. It reflects our commitment to improving access to essential services and strengthening public-private contributions to disease identification, treatment and care.

4. Our Progress at a Glance

Year / period	Area of work	Milestone / contribution
2020	Founding and community health education	Established Be Well and initiated community health education and awareness efforts.
May–August 2020	COVID-19 advocacy and capacity building	Trained 50 Community Health Advocates; engaged state health trainers and ABSPHCDA; conducted a vaccination awareness walk.
2024	Malaria prevention	Delivered community malaria awareness and testing activities and distributed free insecticide-treated mosquito nets, with support from Salvation Health Outreach.

2025–ongoing	FGM research and policy advocacy	Engaged 990 respondents in Ebonyi State; undertook ministry advocacy visits; report and policy recommendations currently in development.

5. Partnerships and Collaboration

We recognise that sustainable public health progress cannot be achieved in isolation. Our work has been strengthened by engagement with institutions, community stakeholders and partners who share our commitment to improving health outcomes.

Abia State Ministry of Health: Provided technical training support through master trainers who facilitated first aid and basic health skills training for community advocates.

Abia State Primary Health Care Development Agency (ABSPHCDA): Supported the COVID-19 vaccination component by facilitating vaccination for trained Community Health Advocates.

Salvation Health Outreach: Supported the 2024 malaria awareness, testing and prevention programme, including free insecticide-treated mosquito net distribution.

Ebonyi State Ministries of Health, Women Affairs and Justice: Engaged through advocacy visits and policy dialogue as part of the 2025 FGM research and advocacy initiative.

Chinonye Medical Hospital: Be Well Health Initiative works closely with Chinonye Medical Hospital to facilitate access to healthcare by referring community members and individuals in need of medical attention to the hospital for appropriate assessment and care.

Caritas Nigeria: Through its support for Chinonye Medical Hospital's delivery of tuberculosis (TB) care and HIV testing services, Caritas Nigeria is helping expand access to essential health services. Be Well Health Initiative supports this project by contributing to efforts to connect individuals and communities with these services and strengthen community-level engagement.

Community members and traditional leaders: Contributed to community engagement, health education and local support for public health activities.

6. What We Have Learned

Communities must be part of the solution. Sustainable health improvements are more likely when community members help share information, identify needs and promote positive health behaviours.

Local capacity is an important resource. Training community members as health advocates creates opportunities for health information to reach people through trusted local networks.

Partnerships strengthen programme delivery. Collaboration with government health institutions and development partners can provide technical expertise, institutional support and resources.

Health education is strongest when linked to practical action. Combining awareness with services such as malaria testing, mosquito net distribution and vaccination support connects information with prevention.

Advocacy should be informed by evidence. The FGM initiative reinforces the importance of understanding community attitudes and engaging relevant institutions when addressing complex public health issues.

Adaptability is essential. Our founding-year experience during the COVID-19 pandemic demonstrated the importance of adjusting programme approaches in response to changing circumstances.

7. Where We Are Today: Our Programme Priorities

Building on our experience, Be Well Health Initiative is strengthening its identity as a public health programme implementation organisation. Our ambition is to develop a coordinated portfolio of programmes that respond to priority health needs and contribute to sustainable improvements in population health.

- **Sexual, Reproductive, Maternal, Newborn, Child and Adolescent Health (SRMNCAH):** Promoting access to quality sexual and reproductive health services, family planning, maternal and newborn healthcare, child health interventions and adolescent-friendly services.
- **Malaria Prevention and Control:** Supporting community awareness, prevention, testing, access to preventive interventions and collaboration to reduce the burden of malaria.
- **HIV Prevention and Control:** Promoting HIV awareness, prevention, testing, linkage to care, treatment adherence and stigma reduction through community-centred approaches.
- **Tuberculosis Prevention and Control:** Supporting community education, TB awareness, screening, referral, early diagnosis, treatment adherence and stigma reduction.
- **Immunisation and Vaccine Equity:** Promoting routine immunisation, vaccine confidence, community mobilisation and efforts to reach zero-dose and under-immunised children.
- **Health Systems Strengthening, Research and Advocacy:** Supporting stronger primary healthcare systems through capacity building, implementation research, monitoring and evaluation, evidence generation, policy engagement and strategic advocacy.

8. Our Priorities for the Future

- Expand the reach of community-based public health interventions across Nigeria.
- Build stronger partnerships with government institutions, development partners, civil society organisations and healthcare providers.
- Mobilise resources to support sustainable health programmes in underserved communities.
- Strengthen our capacity to design, implement, monitor and evaluate public health interventions.
- Invest in community health advocates and local structures that support sustained health promotion.
- Advance evidence-informed advocacy and policy engagement on priority public health issues.
- Develop programmes that respond to the health needs of women, children, adolescents and other underserved populations.
- Document programme results to strengthen accountability, learning and future investment.

9. Our Commitment: Better Health. Brighter Futures.

Be Well Health Initiative is building a platform for community-centred public health action, collaboration and sustainable impact. From our establishment in 2020 and early community health education efforts to our COVID-19 advocacy, 2024 malaria programme and 2025 FGM research and policy engagement, our journey has been driven by a consistent commitment to improving the health and wellbeing of individuals, families and communities.

We recognise that there is still much work to be done. However, every community engaged, every individual trained, every health education activity delivered and every partnership established represents progress towards our broader mission.

WE HAVE COME THIS FAR BECAUSE WE BELIEVE EVERY COMMUNITY DESERVES THE OPPORTUNITY TO LIVE A HEALTHIER LIFE.

And we are only just getting started.

This report distinguishes between activities completed, outputs achieved and work still in progress. It does not claim measurable changes in disease burden, policy adoption or service uptake where such outcomes have not yet been documented.